



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE: Wednesday, May 21, 2008
TIME: 8:00-9:00 A.M. *Please arrive 5 min. prior*
PLACE: City of Newport Beach Council Chambers

Roll Call and Introductions

MEMBER UPDATES AND ANNOUNCEMENTS

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

DISCUSSION ITEMS

1. Approval of Minutes of April 16, 2008
2. Presentation by the Sub-committee of a revised and updated Economic Development Policy and a proposed Resolution adjusting EDC Committee Membership for discussion and submission to City Council for adoption.
3. Presentation on Restaurant Week 2008 by Restaurant Association President Sheri Drewry.
4. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, June 4, 2008
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE

NEXT REGULAR MEETING: Wednesday, June 18, 2008
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS

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ECONOMIC DEVELOPMENT POLICY

PURPOSE

The City Council recognizes that the City's ability to deliver quality municipal services is dependent on adequate tax revenues derived primarily from the properties and businesses located within the City. Healthy, thriving businesses not only increase property, sales and bed taxes, but they also provide employment opportunities that support local businesses and the strong residential property values that Newport Beach enjoys. The City Council seeks to promote economic prosperity and growth within the City to maintain and enhance a healthy economy, provide revenues for high quality municipal services, and infrastructure maintenance and improvements, and preserve the unique commercial villages in Newport Beach. All of these objectives serve the overriding purpose of protecting the quality of life of Newport Beach residents, and the City Council recognizes the need to balance economic development objectives with protection of the environment and the health and safety of the community.

POLICY**A. Strategic Plan for Fiscal and Economic Sustainability**

1. Implement the adopted Strategic Plan.
2. Annually conduct a review of the Strategic Plan evaluating content and implementation. When needed, update and propose necessary revisions.

B. Regulatory, Land Use and Development Review Actions

1. Periodically review the established thresholds for projects sent for fiscal review to determine their effectiveness and value.
2. Analyze and provide details on projects and programs that may benefit the City by disseminating information on their fiscal and economics impacts to the City Council and the public.
3. Balance costs and benefits when considering new land use regulations and/or conditions of approval related to land development.
4. Continually improve the City development review and approval process, with focus on reducing the time and expense to the applicant while still providing for public input, review of issues and cost recovery. Identify high revenue generating projects early and determine if they need fast tracking or other incentives, and how to provide them.

C. Business Retention, Enhancement, and Recruitment

1. Focus on maintenance of and improvements to the economic viability of the City's commercial areas.
2. Mobilize resources to retain contributing businesses in Newport Beach when they are challenged with expansion and other needs.
3. Consider actions to assist priority economic development projects obtain approvals

from other regulatory agencies such as State, County, Coastal Commission, etc.

4. Consider providing financial incentives such as sales tax sharing, relief from or assistance with City fees and regulations to increase the feasibility of projects with high revenue potential.
5. Establish cooperative relationships with the Chambers of Commerce, Conference and Visitors Bureau, Building Industry Association, Business Improvement Districts, other business groups, and individual business and property owners.
6. Support special events like the Film Festival, Christmas Boat Parade, Toshiba Golf Tournament, and Taste of Newport.

D. Customer Service

1. Provide guidance, training and counsel to City staff to encourage the highest caliber of customer service in all aspects of City services.
2. Utilize Economic Development staff as ombudsmen for City businesses.

POLICY IMPLEMENTATION

This Policy shall be implemented by the City Council directing City staff with the advice and support of the City Council Economic Development Committee (EDC). The EDC shall be involved in the conduct of the above policies. The City Manager shall appoint a City staff liaison, who shall provide staff support to the EDC as appropriate.

Adopted – March 22, 1993
Amended – January 24, 1994
Amended – May 8, 2001
Amended - , 2008
Formerly F-28, F-17

RESOLUTION NO. 2008-_____**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWPORT BEACH REVISING THE MEMBERSHIP STRUCTURE OF THE ECONOMIC DEVELOPMENT COMMITTEE AND RESCINDING PRIOR RESOLUTIONS.**

WHEREAS, the City Council established the Economic Development Committee by adopting Resolution No. 93-3 on January 25, 1993, which Resolution has been amended from time to time as follows;

WHEREAS, the City Council has amended the membership and/or Committee structure by Resolution No. 95-27 adopted on February 13, 1995; Resolution No. 98-17 adopted on February 23, 1998; by Attachment B as part of Resolution No. 2001-80 adopted on September 25, 2001; Resolution No. 2004-14 adopted on February 10, 2004 and most recently by Resolution No. 2004-16 adopted on February 24, 2004; and

WHEREAS, the City Council wishes to again revise the membership structure of said Committee:

NOW, THEREFORE BE IT RESOLVED that the City Council of the City of Newport Beach adopts this resolution, outlining the structure and duties of the Economic Development Committee as follows:

Section 1: Membership

- A. The Committee shall consist of three (3) members of the City Council, the Chair of the Environmental Quality Affairs Citizens Advisory Committee (EQAC), and a Planning Commissioner, all of whom shall be appointed by the Mayor (who may appoint him or herself) and confirmed by the City Council.
- B. The Committee shall include the following members who shall be nominated by the Committee and confirmed by the City Council:
- One (1) representative from the Newport-Mesa Association of Realtors;
 - One (1) representative from the Newport Beach Chamber of Commerce;
 - One (1) representative from the Building Industry Association who conducts business within the City;
 - One (1) representative from the Newport Beach Conference & Visitors Bureau;
 - One (1) individual with special knowledge in financing public/private business ventures including capital and operational activities;
 - One (1) individual with special knowledge in the restaurant industry;
 - One (1) individual with special knowledge in the boating and harbor industry;
 - One (1) individual with special knowledge in the medical industry;
 - Six (6) members at-large; and
 - Six (6) members from City business districts as follows:
 - Balboa Island
 - Balboa Village
 - Cannery / Lido / McFadden Square
 - Corona Del Mar

Fashion Island / Newport Center
Mariners' Mile / Old Newport Boulevard

The Mayor shall name the Chairperson of the Committee from the list of approved members. The Chairman shall then organize the Committee into appropriate sub-committees as necessary to accomplish the assigned functions and duties. Committee appointees may be replaced after three (3) consecutive unexcused absences from committee meetings. All members shall serve at the pleasure of the City Council.

The Committee shall be staffed primarily by the Assistant City Manager and/or the Economic Development Administrator with assistance of additional full-time and part-time support from other departments as necessary.

Section 2: Purpose & Responsibilities

- A. Review, monitor and assist the activities of staff as outlined in the City Council Economic Development Policy;
- B. Make recommendations regarding appointment of appropriate staffing levels for Economic Development activities;
- C. Make recommendations regarding appointments to the membership of the Economic Development Committee; and
- D. Make recommendations to the City council to further the goals of the City's Economic Development Policy.

Section 3: Termination

The Economic Development Committee shall continue in existence until further action of the City Council.

Section 4: Rescission

This Resolution hereby rescinds Resolutions 93-3, 95-27, 98-17, Attachment B of Resolution 2001-80, Resolutions 2004-14 and 2004-16, and any other prior Resolutions related to this matter.

ADOPTED this _____ day of _____, 2008

MAYOR

ATTEST:

CITY CLERK



NEWPORT BEACH
RESTAURANT ASSOCIATION

On behalf of the Newport Beach Restaurant Association, (NBRA) The Board of Directors would like to sincerely thank the City of Newport Beach and the Economic Development Committee for its ongoing support of the restaurant industry and the Restaurant Association BID.

Established in January 1996, the Newport Beach Restaurant Association completed its eleventh year as an official "Business Improvement District" of the City of Newport Beach. As a non-partisan, non-profit marketing association, the NBRA promotes the commercial welfare and economic development of the restaurant industry citywide.

Comprised of approximately 350 individual restaurant members, the Association works to increase restaurant industry revenue by cooperatively marketing the multitude of outstanding dining choices available in Newport Beach. The NBRA provides specific benefit to individual restaurants and the City, while serving the community as a resource providing dining information.

The NBRA Board of Directors work to position Newport Beach restaurants in the forefront of local patrons, travelers, media, "foodies", restaurant industry leaders, decision makers and event planners. This is achieved by developing tangible ways to measure the effectiveness of NBRA marketing campaigns based on increased restaurant sales or promotional value. Such strategic marketing campaigns include: The NBRA media and publicity plan, dining guide distribution, web site usage and central dining reservation system usage as well as other programs.

In the upcoming 2008-2009 Fiscal Year, the NBRA will continue to raise overall awareness by positioning Newport Beach as "Southern California's Premier Dining Destination" through an aggressive Marketing & Publicity Plan of Work. It includes implementing strategic marketing campaigns such as Restaurant Week, and other programs which tangibly generate increased revenue and provide opportunity to leverage additional marketing value to the NBRA budget and City investment.

Development of partnership marketing opportunities is also a top budget priority for the NBRA to stay competitive as marketing and operational costs continue to increase. The NBRA works in concert with targeted media outlets, the Newport Beach and Anaheim Convention and Visitors Bureaus, Orange County Tourism Council, California Restaurant Association as well as supports the Newport Beach Chamber of Commerce, Newport Beach Police Department and various local special events and charities.